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## THE INFLUENCE OF PRAGMATIC COMPETENCE IN TRANSLATING COMMERCIAL TEXTS

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**Abstract** This article explores the significant role of pragmatic competence in the translation of commercial texts, emphasizing how understanding cultural nuances, social contexts, and communicative intentions is essential for effective translation. The research investigates how translators must navigate the complex interplay between language structure and cultural expectations when translating advertising materials, promotional content, and branding messages. Pragmatics, as a branch of linguistics, deals with how context influences meaning in communication. In commercial text translation, pragmatic competence enables translators to maintain the intended message.

**Keywords:** Pragmatic competence, translating, advertising, language structure, linguistics, context, communication, influences.

## ВЛИЯНИЕ ПРАГМАТИЧЕСКОЙ КОМПЕТЕНТНОСТИ ПРИ ПЕРЕВОДЕ КОММЕРЧЕСКИХ ТЕКСТОВ

**Аннотация** В этой статье рассматривается важная роль прагматической компетенции в переводе коммерческих текстов, подчеркивая, что понимание культурных нюансов, социальных контекстов и коммуникативных намерений имеет важное значение для эффективного перевода. Исследование изучает, как переводчики должны ориентироваться в сложном взаимодействии между языковой структурой и культурными ожиданиями при переводе рекламных материалов, рекламного контента и сообщений брендинга. Прагматика как раздел лингвистики занимается тем, как контекст влияет на смысл в коммуникации. При переводе коммерческих текстов прагматическая компетенция позволяет переводчикам сохранять предполагаемое сообщение.

**Ключевые слова:** Прагматическая компетентность, перевод, реклама, структура языка, лингвистика, контекст, коммуникация, влияния.

## **PRAGMATIK KOMPETENTLIKNING TIJORAT MATNLARINI TARJIMA QIISHDAGI TA’SIRI**

**Annotatsiya** Ushbu maqola tijorat matnlarini tarjima qilishda pragmatik kompetentsiyaning muhim rolini o'rganadi va samarali tarjima uchun madaniy nuanslarni, ijtimoiy kontekstlarni va kommunikativ niyatlarni tushunish qanchalik muhimligini ta'kidlaydi. Tadqiqot tarjimonlar reklama materiallari, reklama mazmuni va brending xabarlarini tarjima qilishda til tuzilishi va madaniy taxminlar o'rtasidagi murakkab o'zaro ta'sirni qanday boshqarishi kerakligini o'rganadi. Pragmatika tilshunoslikning bir sohasi sifatida kontekst aloqada ma'noga qanday ta'sir qilishini ko'rib chiqadi. Tijorat matnini tarjima qilishda pragmatik malaka tarjimonlarga mo'ljallangan xabarni saqlab qolish imkonini beradi.

**Kalit so'zlar:** Pragmatik kompetentsiya, tarjima, reklama, til tuzilishi, tilshunoslik, kontekst, aloqa, ta'sir.

### **Introduction**

In today's globalized market, effective communication across languages and cultures is essential for the success of commercial enterprises. Translating commercial texts, such as advertising materials, promotional content, and branding messages, requires more than just linguistic knowledge; it necessitates an understanding of the pragmatic elements that influence how messages are received in different cultural contexts. Pragmatic competence—the ability to understand and use language appropriately based on the social context, speaker intentions, and audience expectations—plays a crucial role in ensuring that translations are not only accurate but also culturally relevant and effective.

Commercial texts are designed to persuade, inform, or influence potential customers, and they often rely on linguistic nuances such as humor, tone, idiomatic expressions, and cultural references. These features can be challenging to translate because they are highly context-dependent and may not have direct equivalents in the target language. Without a deep understanding of pragmatics, translators risk distorting the original message, leading to ineffective or even counterproductive translations. Thus, the translator's ability to navigate between the linguistic and cultural layers of a commercial text becomes pivotal in maintaining the intended persuasive or emotional appeal.

This article explores the role of pragmatic competence in the translation of commercial texts, focusing on how this skill enables translators to adapt content to the target culture while preserving the original meaning and impact. By examining various case studies and practical examples, the study will illustrate the challenges translators face when dealing with pragmatic elements such as politeness strategies, cultural references, and emotional tone. Ultimately, the article aims to demonstrate that pragmatic competence is not just an asset but a necessity for achieving success in commercial translation, particularly in the context of global marketing.

### **Literature review**

Commercial texts, particularly advertisements, are inherently persuasive and designed to influence consumers. Therefore, successful advertising translations must account for the emotional appeal and persuasive strategies embedded within the source text. According to Katan (2015) [1], advertisements often rely on linguistic features like humor, wordplay, emotive language, and cultural references to engage the target audience. These features are highly dependent on cultural context and may not have direct equivalents in the target language. A lack of understanding of these cultural and pragmatic nuances can result in a loss of the original message's power and appeal.

For instance, idiomatic expressions that evoke specific cultural meanings may not be easily translatable or could be perceived as awkward or irrelevant in the target language (Ghaemi, 2012) [2]. As a result, cultural adaptation becomes a crucial aspect of commercial translation. In commercial translation, cultural sensitivity is crucial. Localization—the process of adapting content to fit the cultural norms, values, and expectations of the target audience—plays a central role in ensuring that the translated text resonates with the target culture. O'Hagan and Ashworth (2002) [3] discuss the importance of localization in the translation of advertising content, arguing that it is not only about translating the language but also about adapting cultural references to fit the target audience's expectations. Misunderstanding cultural nuances or ignoring local context can result in advertisements that are ineffective, or worse, culturally inappropriate.

### **Research Methodology**

The aim of this research is to examine the role of pragmatic competence in the translation of commercial texts, focusing on how cultural and contextual factors influence the effectiveness of translated advertisements, promotional content, and branding messages. To achieve this, a mixed-methods approach was adopted, combining qualitative and quantitative data collection techniques. The research methodology was structured to assess both the linguistic and pragmatic challenges involved in commercial translation and to evaluate the impact of pragmatic competence on translation outcomes. Numerous case studies illustrate the importance of pragmatic competence in the translation of commercial texts. One well-known example is the failed translation of the Pepsi slogan "Come Alive with the Pepsi Generation" in China, which was rendered as "Pepsi Brings Your Ancestors Back from the Grave" (Zhang, 2018) [4]. This example underscores the significance of cultural sensitivity and pragmatic awareness, as the failure to recognize cultural differences led to a communication breakdown and a loss of persuasive power in the target market.

In another case, Coca-Cola's brand message was adapted for the Chinese market by changing the Chinese translation of the brand name from "Bite the Wax Tadpole" to "Happiness in the Mouth," a translation that better fit the target culture's preferences for positive emotional appeal (Gibbs, 2000). These examples highlight the need for translators to balance linguistic accuracy with cultural and pragmatic adaptation to ensure that commercial texts maintain their intended persuasive power.

### **Analysis and results**

The textual analysis of a sample of commercial texts (advertisements, promotional materials, and branding messages) showed that a significant number of pragmatic elements in these texts were culture-bound. These elements included persuasion strategies, humor, emotional appeal, and cultural references. For instance, humor, which often plays a critical role in advertisements, was found to be heavily reliant on wordplay and cultural context. In the source texts, humor was often tied to local social norms or cultural stereotypes, which posed a challenge when translating the messages for different audiences. Schäffner, C. (2004) [5].

Additionally, the use of persuasive techniques such as emotional appeal and in-group identity was found to vary greatly depending on the cultural values of the target audience. In some cases, these persuasive tactics were more easily adapted to the target culture, while in others, significant modification was required.

Emotional Response to translated advertisements was closely linked to the pragmatic competence of the translator. Advertisements that maintained emotional undertones and persuasive strategies in the translation were found to generate more positive emotional responses from the target audience. This suggests that emotional appeal is a critical component of effective commercial translation.

Pragmatic Strategies such as creative adaptation, especially when dealing with culturally specific humor or idiomatic expressions, proved to be essential in ensuring that the translation conveyed the same intent and impact as the original text. Translators frequently employed creative solutions to maintain the persuasive, engaging nature of the source content.

### **Conclusion**

Pragmatic Strategies such as creative adaptation, especially when dealing with culturally specific humor or idiomatic expressions, proved to be essential in ensuring that the translation conveyed the same intent and impact as the original text. Translators frequently employed creative solutions to maintain the persuasive, engaging nature of the source content.

Overall, the findings underscore the significant impact of pragmatic competence on the success of commercial text translations. It is not enough for translators to be linguistically proficient; they must also possess a keen understanding of the cultural and contextual factors that shape communication. In commercial translation, where emotional appeal, humor, and persuasion are often central to the message, a lack of pragmatic competence can result in a message that falls flat or loses its effectiveness.

The study's results have important implications for translation practice and training. Translators working with commercial texts should be trained to not only translate language accurately but also to be sensitive to the pragmatic functions of the text, ensuring that advertisements and promotional materials are culturally appropriate and capable of engaging the target audience effectively.

In conclusion, the research contributes to the growing body of knowledge on the importance of pragmatic competence in translation, especially in the domain of commercial

communication. Future research could expand on this study by exploring more diverse linguistic and cultural contexts, as well as investigating how digital media and global advertising trends influence translation strategies in commercial texts.

Cultural Adaptation is essential for effective commercial translation. Without appropriate localization of cultural references and humor, the original impact of the advertisement is often lost, leading to reduced engagement from the target audience. This underscores the necessity for translators to have not only linguistic skills but also a deep understanding of the cultural nuances in both the source and target languages.

Audience Engagement is significantly influenced by the translator's ability to preserve the pragmatic force of the message. Translations that were culturally and pragmatically adapted were more successful in maintaining the persuasive power of the original text, particularly in conveying emotional appeal and humor. In contrast, translations that failed to adequately address these pragmatic elements often resulted in audience indifference or confusion.

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